

*Sub A*

What is claimed is:

1. An advertising method using software products, wherein an  
2 advertisement is included in at least a part of a program of a software product  
3 supported by an advertisement sponsor, and a program user obtains the program  
4 for free or at low cost so that the user of the software product is forced to see the  
5 advertisement of the advertisement sponsor during use of the software program.

1. An advertising method using software products, wherein a software  
2 program included in a recording medium where an advertisement of an  
3 advertisement sponsor is included in at least a part thereof is downloaded from the  
4 Internet for free or at low cost so that a user uses the software program while  
5 watching the advertisement.

1. An advertising method using software products, wherein, when a  
2 software program including an advertisement in at least a part thereof is used, as  
3 the advertisement of an advertisement sponsor links to a web site such as the home  
4 page of an advertisement sponsor, the web site is easily accessed by clicking on the  
5 web site address.

1. An advertising method using software products, wherein an  
2 advertisement program is inserted in at least a part of a software program, and when  
3 a recording medium where the software program is stored is reproduced in a  
4 computer and a video/audio reproducing apparatus, the advertisement program  
5 inserted in at least a part of the software program is reproduced.

1. The method of claim 1, wherein the position of the advertisement is not  
2 limited and inserted in an arbitrary portion of the program to be reproduced, and in  
3 the case of a recording medium used in a computer, even when the operation of the  
4 program is completed on the Internet, a window including the advertisement can  
5 exist as another open window.

1           6. The method of claim 2, wherein the position of the advertisement is not  
2 limited and inserted in an arbitrary portion of the program to be reproduced, and in  
3 the case of a recording medium used in a computer, even when the operation of the  
4 program is completed on the Internet, a window including the advertisement can  
5 exist as another open window.

1           7. The method of claim 3, wherein the position of the advertisement is not  
2 limited and inserted in an arbitrary portion of the program to be reproduced, and in  
3 the case of a recording medium used in a computer, even when the operation of the  
4 program is completed on the Internet, a window including the advertisement can  
5 exist as another open window.

1           8. The method of claim 4, wherein the position of the advertisement is not  
2 limited and inserted in an arbitrary portion of the program to be reproduced, and in  
3 the case of a recording medium used in a computer, even when the operation of the  
4 program is completed on the Internet, a window including the advertisement can  
5 exist as another open window.

1           9. The method of claim 1, wherein an advertisement of a single  
2 advertisement sponsor can be included in a software product, advertisements of a  
3 plurality of advertisement sponsors can be included according to their portions of  
4 support, only an advertisement of a single advertisement sponsor or advertisements  
5 of a plurality of advertisement sponsors can be included according to their portions  
6 of support in a plurality of software products, financial portions of an advertisement  
7 support can be determined according to the number of distributed software  
8 products, and the financial portions of an advertisement support can be determined  
9 according to the number of downloads of the software products.

1           10. The method of claim 2, wherein an advertisement of a single  
2 advertisement sponsor can be included in a software product, advertisements of a  
3 plurality of advertisement sponsors can be included according to their portions of  
4 support, only an advertisement of a single advertisement sponsor or advertisements

5 of a plurality of advertisement sponsors can be included according to their portions  
6 of support in a plurality of software products, financial portions of an advertisement  
7 support can be determined according to the number of distributed software  
8 products, and the financial portions of an advertisement support can be determined  
9 according to the number of downloads of the software products.

1 11. The method of claim 3, wherein an advertisement of a single  
2 advertisement sponsor can be included in a software product, advertisements of a  
3 plurality of advertisement sponsors can be included according to their portions of  
4 support, only an advertisement of a single advertisement sponsor or advertisements  
5 of a plurality of advertisement sponsors can be included according to their portions  
6 of support in a plurality of software products, financial portions of an advertisement  
7 support can be determined according to the number of distributed software  
8 products, and the financial portions of an advertisement support can be determined  
9 according to the number of downloads of the software products.

1 12. The method of claim 4, wherein an advertisement of a single  
2 advertisement sponsor can be included in a software product, advertisements of a  
3 plurality of advertisement sponsors can be included according to their portions of  
4 support, only an advertisement of a single advertisement sponsor or advertisements  
5 of a plurality of advertisement sponsors can be included according to their portions  
6 of support in a plurality of software products, financial portions of an advertisement  
7 support can be determined according to the number of distributed software  
8 products, and the financial portions of an advertisement support can be determined  
9 according to the number of downloads of the software products.